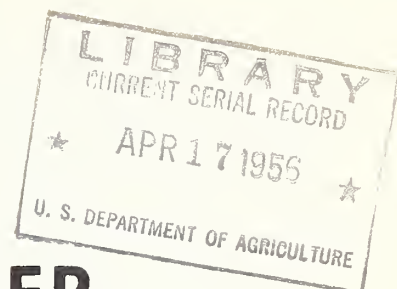


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Household Purchases of



BUTTER

CHEESE

NONFAT

DRY MILK

SOLIDS

MARGARINE

by Regions and Retail Sales Outlets,

October - December 1955

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
April 1956

HPD-22

PREFACE

This is one in a series of quarterly reports, first published for the April-June 1954 quarter, summarizing data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing data by geographic regions and types of retail outlets.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE,
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY
REGIONS AND RETAIL OUTLETS, OCTOBER-DECEMBER 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for a 13-week period in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders reported that during October-December 1955 they bought 4 percent more butter but about 2 percent less margarine than in October-December 1954. They also indicated a 2 percent increase in purchases of natural cheese products, an 11 percent drop in total purchases of processed cheese products, and a 1 percent decline in cottage cheese purchases for household use. Purchases of nonfat dry milk solids for home use were about 18 percent above October-December 1954.

These indications of changes in quarterly purchases of butter, cheese, nonfat dry milk solids, and margarine are based on continuing weekly reports from a representative nationwide sample of 5,800 families.

Household purchases during October-December 1955 of all products covered in this report except processed cheese and cottage cheese were higher than in the preceding quarter.

Household purchases per capita during October-December 1955 of butter were higher than a year earlier in all regions, with the greatest gain shown for the Pacific Coast States. For margarine, householders in the South only, indicated a gain in purchases from a year earlier. Householders in the Mountain-Southwest reported virtually no change and those in the other 3 major geographic areas reported a lower volume of purchases with decreases ranging from 3 to 5 percent.

The larger volume of butter purchases for household use during October-December 1955 over a year earlier was associated with fractionally lower prices. On the other hand, margarine purchases for household use were down even though prices for this product dropped more from a year earlier than butter prices. Monthly reports in this series for October through December 1955 also show that, compared with a year earlier, there was a gain of 2 percent in the number of families buying butter but a drop of 3 percent in the number of families buying margarine.

Purchases of nonfat dry milk solids for household use during October-December 1955 were reportedly much larger than a year earlier in the North

Central States and Southern States. Pacific Coast States householders reported a moderate increase, while consumers in the Northeast and Mountain-Southwest areas indicated little change from a year earlier. The large gains from a year earlier in the per capita purchase rates for nonfat dry milk solids had also been particularly noticeable for North Central householders in the preceding two quarters of 1955.

Generally, per capita purchases by householders of the various types of natural cheese during October-December 1955 were lower than a year earlier in the South and Mountain-Southwest States but higher in the remaining 3 regions. Householders in all regions reported a decline in their per capita purchase rates for processed cheese and processed cheese foods from a year earlier. For cheese spreads, purchase rates declined in the Northeast and Mountain-Southwest. Cottage cheese purchases per capita for household use by regions were up slightly in the South and Mountain-Southwest States and down in the remaining 3 geographic areas.

Consumers reported large gains in butter purchases during October-December 1955 compared with October-December 1954 through each of the chain store outlets--national, regional, and local. For margarine, though there was an overall drop in the level of purchases, householders bought a larger total through regional and local chain stores than a year earlier; the drop was reflected mainly in the national chain outlets and in independent grocery stores.

For nonfat dry milk solids, most of the increase in purchases from a year earlier was reflected through regional and local chains and independent grocery stores. Purchases in the national chain stores were lower than a year earlier. The chain stores gained relative to the independent grocery stores as an outlet for consumer purchases for the various cheese types during October-December 1955 compared with a year earlier. Cottage cheese purchases were also somewhat higher through chain stores but dropped through independent grocery stores and home delivery outlets.

BUTTER

Householders reported buying an estimated total of 223 million pounds of butter during the 13-week period October-December 1955 compared with 214 million pounds in the same period a year earlier. Purchases of butter during October-December 1955 were up about 29 million pounds from the preceding quarter and reflected a seasonal gain about equal to that between the third and fourth quarters of 1954.

Per capita purchases of butter for household use during October-December 1955 were reported higher than a year earlier in all regions, ranging from about 2 percent in the North Central States to 9 percent in the Pacific Coast States. The per capita purchase rate for the United States showed an increase of 4 percent over a year earlier (figure 1).

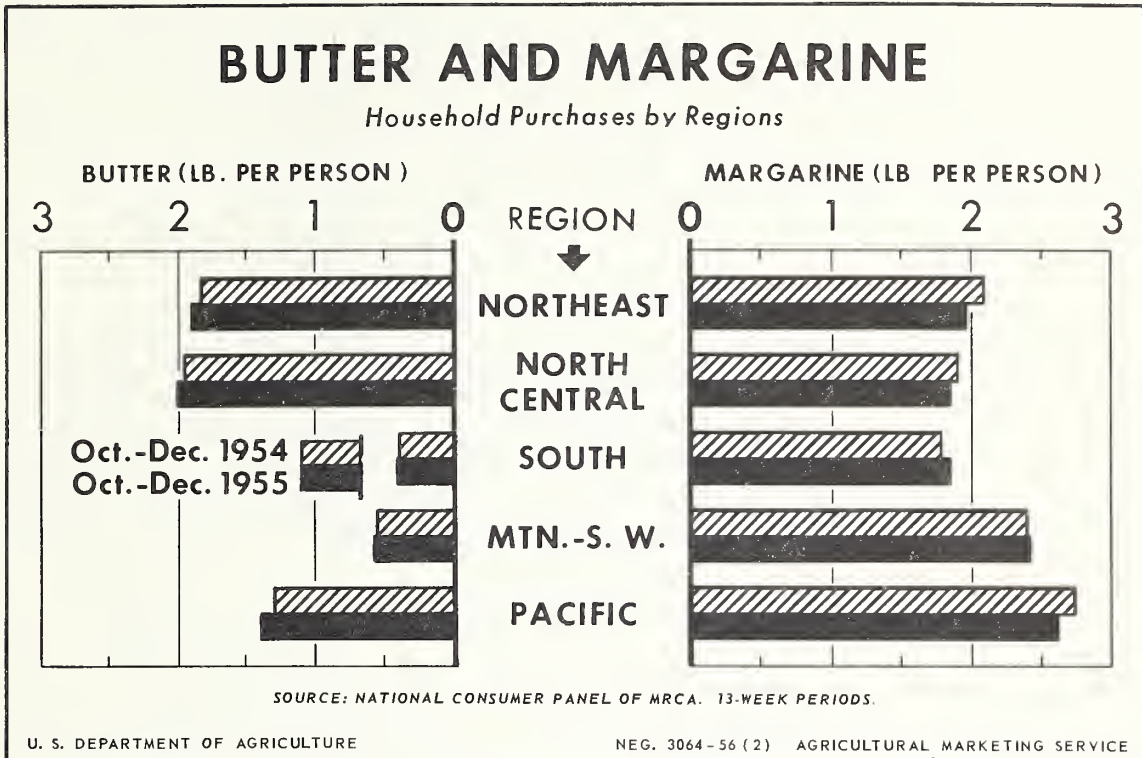


Figure 1

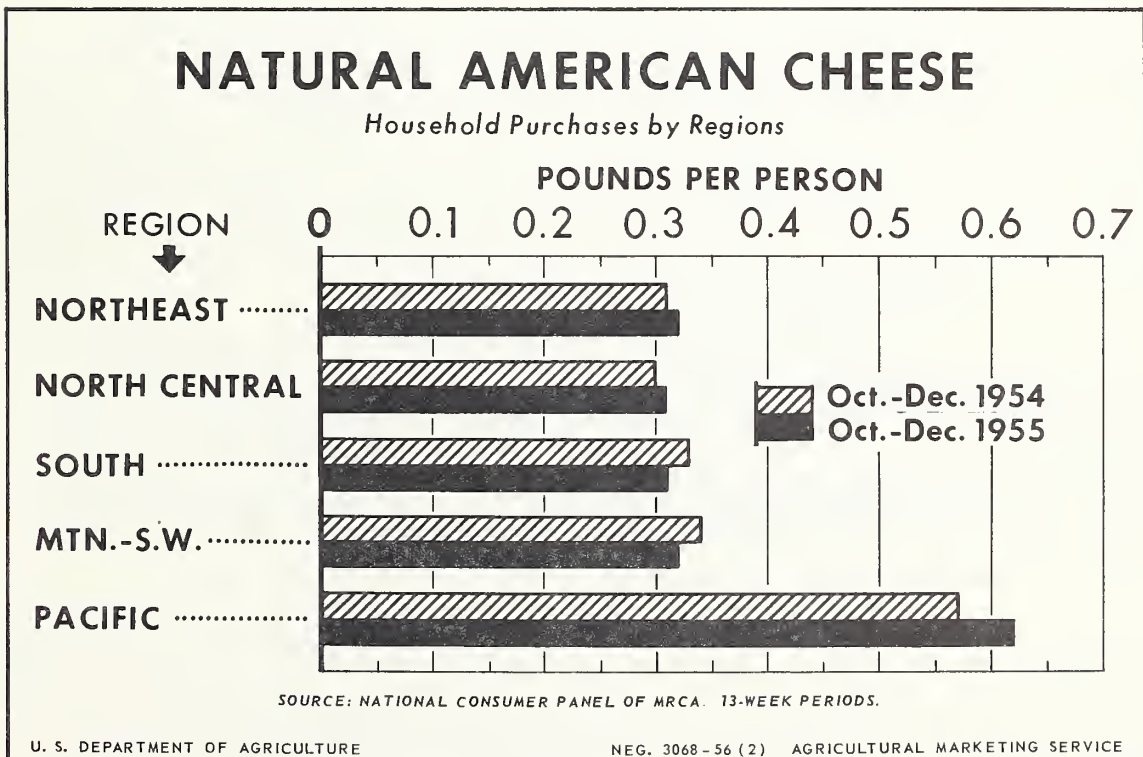


Figure 2

The gain in household purchases of butter during October-December 1955 compared with October-December 1954 was associated with fractionally lower prices than a year earlier. This was in contrast to price relationships during the second and third quarters of 1955 when consumers in this survey reported slightly higher prices for butter than a year earlier. The average size of purchase per buying family for the United States was about 1.1 pounds, about the same as a year earlier, and ranged from 0.9 pound for families in the South to 1.3 pounds for households in the North Central area (table 1).

Butter purchases during the fourth quarter of 1955 compared with the fourth quarter of 1954 were higher through all retail outlets except the house-to-house outlet. The gain was particularly noticeable for the chain stores. The division of purchases by type of retail sales outlet during October-December 1955 was as follows: 20 percent in national chain stores, 30 percent in regional and local chains, 35 percent in independent grocery stores, 4 percent in house-to-house delivery, and 11 percent in "all other" outlets (table 2).

Consumers in this survey reported paying slightly less for butter during October-December 1955 than a year earlier in all major sales outlets. This reduction was more noticeable in the chain store outlets and resulted in some widening of the differences between prices paid for butter by householders through chain stores as compared with independent grocery stores.

MARGARINE

Margarine purchases by householders in the 13-week period October-December 1955 totaled an estimated 326 million pounds compared with 331 million pounds during the same period a year earlier. This drop of about 2 percent in margarine purchases was in contrast to gains of 11 and 6 percent, respectively, during the second and third quarters of 1955 as compared with a year earlier. Compared with the preceding quarter, margarine purchases for household use during October-December 1955 were up more than 40 million pounds, which was below the size of the increase shown between the third and fourth quarters of 1954.

Per capita purchases of margarine by householders during October-December 1955, compared with the corresponding period in 1954, were lower in the Northeast, the North Central, and the Pacific Coast States, about the same in the Mountain-Southwest States; and higher in the South. The South was the only region in which both butter and margarine purchases increased during October-December of 1955. Householders in the South are far below average in their per capita purchase rate for butter and just below average in their use of margarine (table 3).

The drop in margarine purchases in the fourth quarter of 1955 compared with the fourth quarter of 1954 was associated with a reported lower average price paid by consumers for this product. The U. S. average size of purchase for margarine per buying family was just over 1.5 pounds during October-December 1955, reflecting gains for all regions from October-December 1954.

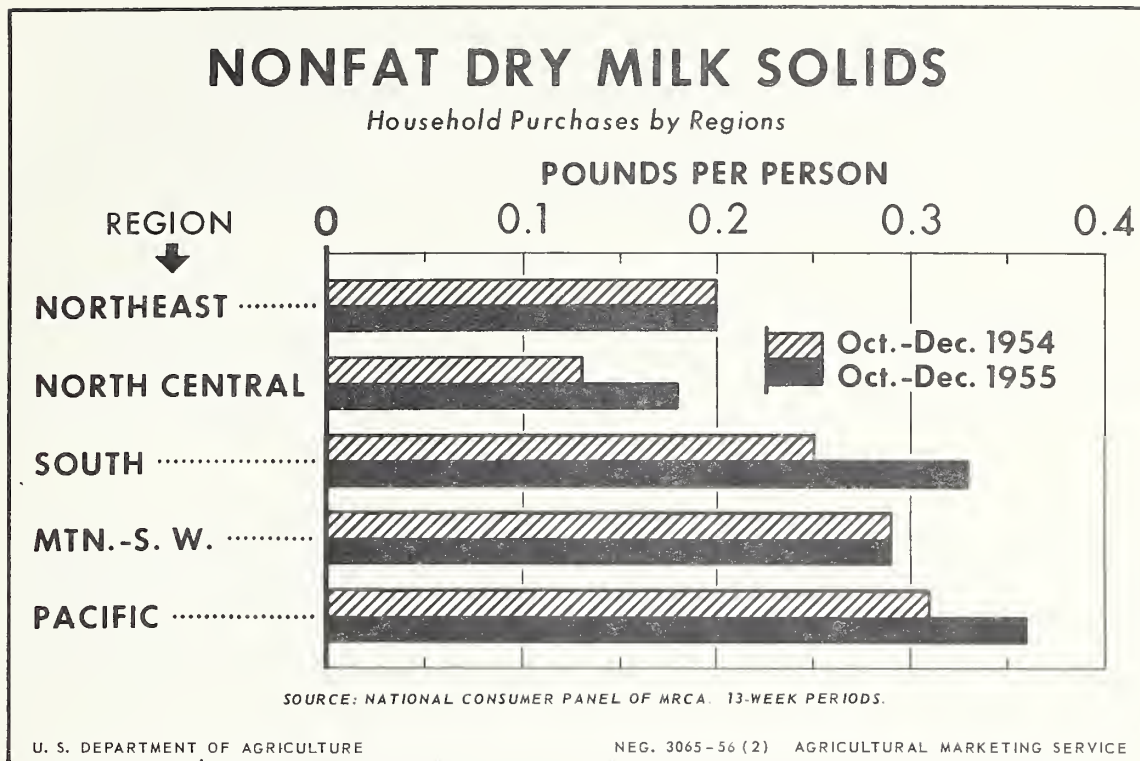


Figure 3

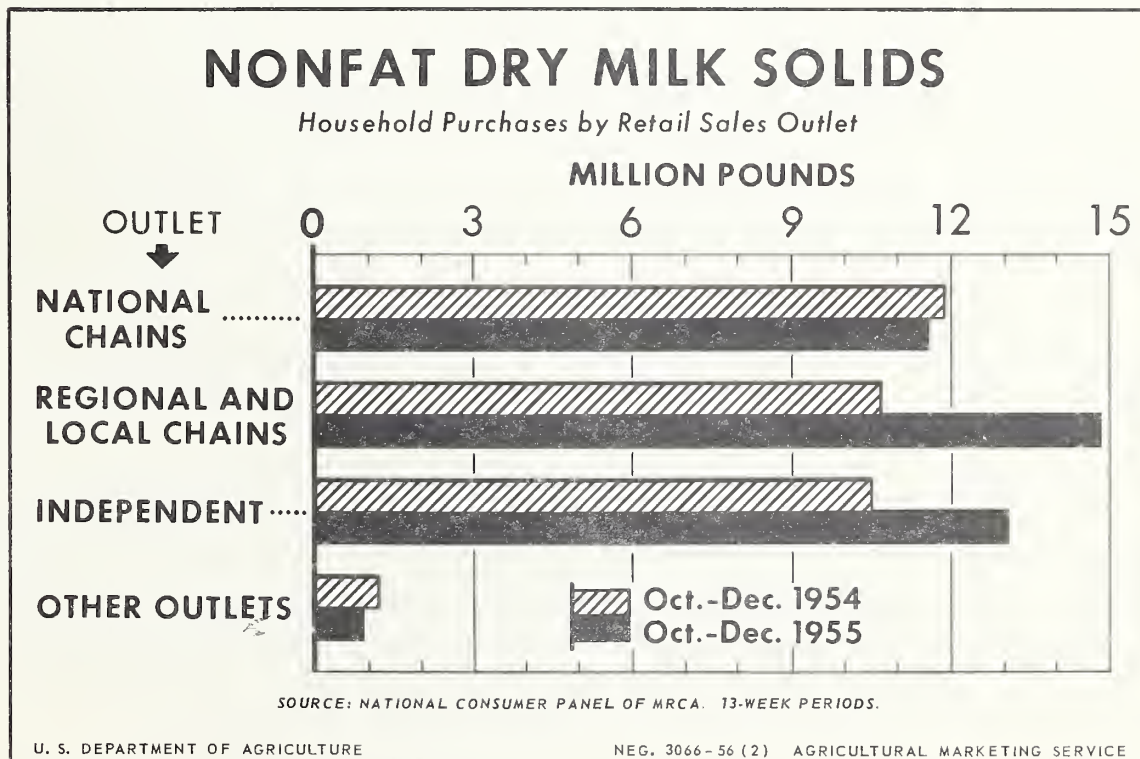


Figure 4

Compared with a year earlier, the drop in household purchases of margarine was reflected mainly in the national chain outlets and through independent grocery stores. Purchases through the regional and local chain stores increased over a year earlier. The division of household purchases of margarine by retail outlets in the fourth quarter of 1955 was 27 percent through national chains, 33 percent through regional and local chains, 37 percent through independent grocery stores, and 3 percent in "all other" outlets (table 4).

Prices paid by consumers for margarine during the fourth quarter of 1955 were lower in all retail sales outlets than the fourth quarter of 1954. Prices paid in October-December 1955 ranged from 23 cents per pound in national chain stores to 28 cents per pound in "all other" outlets.

NONFAT DRY MILK SOLIDS

United States householders reported buying 40.3 million pounds of nonfat dry milk solids during October-December 1955, a gain of 6 million pounds over the purchase level reported in the corresponding period a year earlier. Compared with the preceding quarter, household purchases of nonfat dry milk solids were up about 1.2 million pounds; this was a somewhat smaller gain than that reported between the third and fourth quarters of 1954.

The large increase in the level of nonfat dry milk solids purchases was reflected mainly in homes in the North Central States, the South, and the Pacific Coast area, while householders in the Northeast and Mountain-Southwest area reported little change from a year earlier (table 6).

The percentage of all families buying nonfat dry milk solids in the fourth quarter of 1955--almost 22 percent--was about 2 percentage points higher than in the fourth quarter of 1954. More families in the Northeast, North Central, and the South bought nonfat dry milk solids during October-December 1955 than a year earlier. In the Mountain-Southwest and the Pacific Coast area there was little change in the percentage of all families buying.

The increase in total purchases of nonfat dry milk solids and in the percentage of all families buying in October-December 1955 compared with October-December 1954 occurred even though prices to consumers were somewhat higher.

All of the increase in nonfat dry milk solids purchases occurred in regional and local chains and in independent grocery stores (figure 3). Sales through national chain stores and "all other" outlets were reportedly smaller in the last quarter of 1955 than in the same outlets during October-December 1954. Householders during October-December 1955 made 29 percent of their purchases of nonfat dry milk solids through national chain stores, 37 percent through regional and local chains, 32 percent in independent grocery stores and 2 percent in "all other" outlets (table 7).

CHEESE

Household purchases of natural and processed cheese during October-December 1955 were estimated at 158.7 million pounds (purchased weight basis), down about 6.2 million pounds from the level reported in October-December 1954. Natural cheese purchases at 92.5 million pounds were reported at about 1.8 million pounds higher; processed cheese purchases at 66.3 million pounds were down about 8 million pounds from the October-December 1954 level.

Cottage cheese purchases, not included in the above totals, were reported at 101.6 million pounds in the fourth quarter of 1955 compared with 102.6 million pounds in the fourth quarter of 1954. About 48 percent of all families made a purchase of cottage cheese in October-December 1955, about 2 percentage points below the comparable figure a year earlier (table 8).

During October-December 1955, household purchases per capita of natural American cheese--the largest selling type of cheese (most commonly bought)--were higher than in October-December 1954 in the Northeast, the North Central, and the Pacific Coast areas but were lower in the South and the Mountain-Southwest. This same regional purchase pattern held true for all other types of natural cheese--Swiss, cream, and "other" varieties, which include foreign and specialty cheeses (table 11).

Purchase rates per capita for processed cheese and processed cheese foods during October-December 1955 were lower in all regions than in the same period a year earlier. Although the declines were rather small for processed cheese they were particularly sharp in most areas for the processed cheese foods. Per capita purchases of processed cheese spreads for household use gained from a year earlier in the North Central, the South, and the Pacific Coast States but were down somewhat in the Northeast and Mountain-Southwest areas.

Cottage cheese purchases per capita by householders during the fourth quarter of 1955 were down slightly in the Northeast, the North Central, and the Pacific Coast States but up somewhat in the South and Mountain-Southwest States. This decline from a year earlier was particularly significant in the Pacific Coast area, since householders in those States consume cottage cheese at a rate about twice the national average (figure 5).

Consumers in this survey reported during October-December 1955 that they paid more for natural American and cream cheese than in the same period of 1954 but paid slightly less for all other types of natural and processed cheese products covered in this report. Cottage cheese prices continued to be very stable and for the third consecutive quarter consumers reported paying about the same as a year earlier.

Householders reported that they bought more natural cheese products through the chain store outlets during October-December 1955 compared with October-December 1954 while buying less through the independent grocery outlets. They also reported that for processed cheese and processed cheese foods, for which the total purchase level was smaller, regional and local chain stores lost less of their sales relative to a year earlier than did other major sales outlets. For processed cheese spreads all outlets gained relative to a year earlier except for the independent grocery through which householders bought about the same amount of cheese spreads as a year earlier. Cottage cheese purchases by householders were larger than a year earlier in chain store outlets but smaller in the other 2 major outlets (table 13).

Consumers made about 35 percent of all natural and processed cheese purchases during October-December 1955 in independent grocery stores compared with about 37 percent in October-December 1954. Chain stores accounted for about 62 percent of all natural and processed cheese purchases for household use during October-December 1955 compared with about 60 percent a year earlier.

The percentage distribution of householders purchases of cottage cheese by sales outlet during the last quarter of 1955 was as follows: 19 percent in national chains, 30 percent in regional and local chains, 36 percent through independent grocery stores and 15 percent in "all other" outlets. This reflects a gain in cottage cheese purchases from the same period of 1954 for the chain stores, a drop for all other outlets, and about the same share of the market for the independent grocery stores.

Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional areas are defined as follows:

- (1) Northeast--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain and Southwest--Eight Mountain States and Texas and Oklahoma.
- (5) Pacific--Washington, Oregon, and California.

The approximate distribution of the population of the United States is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets are defined as follows:

- (1) National chains--A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains--those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries--independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house--purchases from milk man or other wagon salesmen.
- (5) Other--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

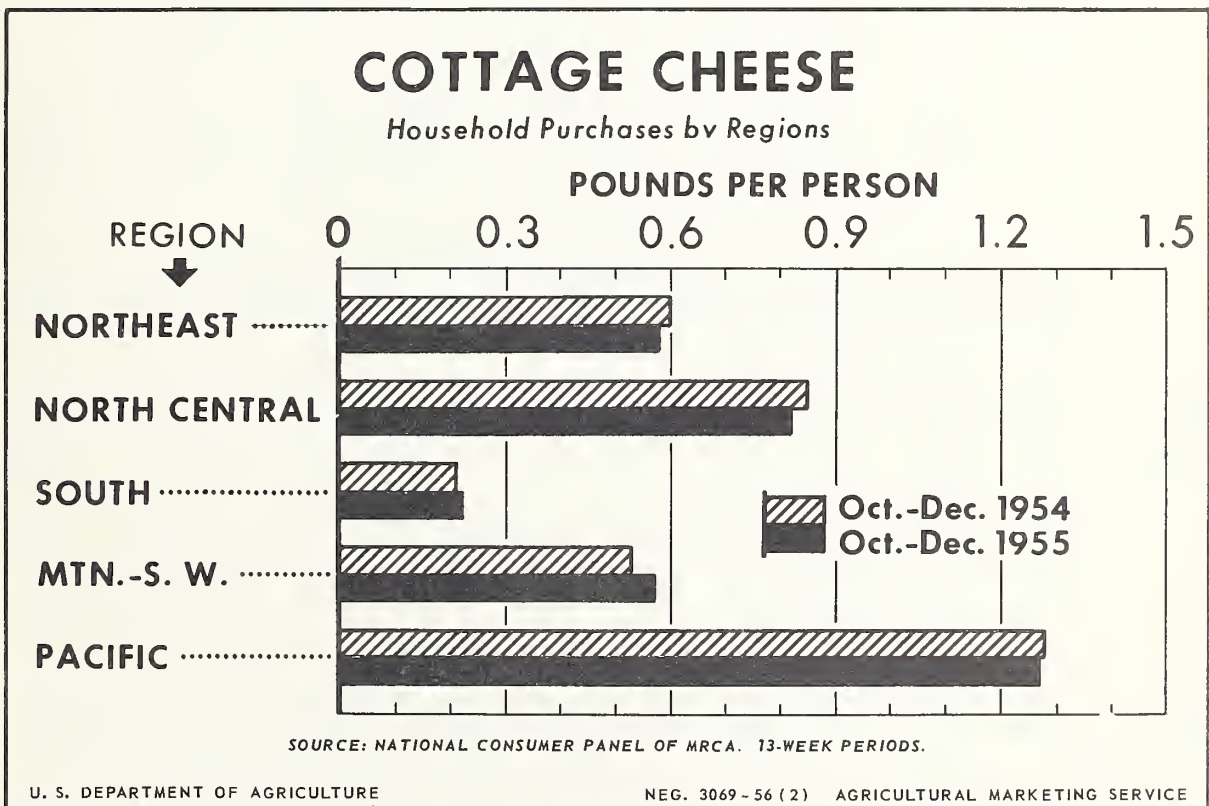


Figure 5

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita
U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	202.1	185.4	75.8	71.4	84.7	75.6	13.1	12.6	8.8	7.5	19.7	18.3
July-Sept.	194.8	187.4	72.1	71.1	82.1	77.5	12.6	12.5	8.4	7.5	19.6	18.8
Oct.-Dec.	223.2	214.0	83.3	79.6	92.5	90.1	15.7	14.8	9.3	9.0	22.4	20.5
Jan.-Mar.		209.3		78.8		87.5		14.2		9.0		19.8
Total		796.1		300.9		330.7		54.1		33.0		77.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.8	66.1	68.2	67.7	65.0	64.1	69.2	69.1	69.8	69.1	66.0	65.1
July-Sept.	66.9	66.1	68.6	67.7	65.1	64.1	68.7	69.2	70.3	69.2	65.8	64.7
Oct.-Dec.	67.8	68.4	69.2	70.1	66.0	66.5	70.1	70.9	71.8	71.3	66.2	66.9
Jan.-Mar.		67.8		69.1		65.9		69.8		72.0		67.3
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.09	1.09	1.00	1.00	1.28	1.25	0.87	0.84	1.02	1.07	1.02	1.05
July-Sept.	1.09	1.09	1.00	1.00	1.26	1.25	.87	.85	1.03	1.05	1.04	1.04
Oct.-Dec.	1.11	1.10	1.02	1.00	1.29	1.28	.91	.87	1.04	1.04	1.05	1.02
Jan.-Mar.		1.09		1.00		1.27		.87		1.02		1.03
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,251	1,174	1,720	1,669	1,829	1,679	338	333	538	461	1,235	1,150
July-Sept.	1,216	1,178	1,659	1,635	1,796	1,715	325	332	507	445	1,242	1,189
Oct.-Dec.	1,385	1,335	1,882	1,819	2,010	1,961	407	389	571	538	1,411	1,299
Jan.-Mar.		1,305		1,810		1,918		365		549		1,243

Table 2.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased									
	National chains		Regional and local chains		Independent grocers		House-to-house		Other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	41.0	37.1	58.1	52.2	70.7	67.6	9.7	9.8	22.6	18.9
July-Sept.	40.3	36.5	55.0	53.9	69.4	66.8	7.8	10.5	22.3	19.7
Oct.-Dec.	44.7	41.2	66.9	61.1	77.8	76.5	9.5	12.5	24.3	22.7
Jan.-Mar.		41.9		59.9		74.4		12.4		20.7
Total		156.7		227.1		285.3		45.2		82.0
	Average price paid per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	65.6	65.0	66.2	65.4	68.1	67.3	71.1	70.7	64.3	63.7
July-Sept.	66.1	65.1	66.5	65.4	68.2	67.1	69.9	70.4	64.3	63.7
Oct.-Dec.	66.8	68.0	67.3	68.1	69.0	69.3	71.6	71.9	65.1	64.9
Jan.-Mar.		66.8		67.3		68.9		71.8		64.9
	Average size of purchase									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.01	1.02	1.02	1.04	1.06	1.06	1.11	1.07	1.68	1.59
July-Sept.	1.01	1.01	1.00	1.03	1.05	1.05	1.12	1.09	1.64	1.62
Oct.-Dec.	1.03	.99	1.04	1.05	1.07	1.06	1.13	1.12	1.69	1.66
Jan.-Mar.		1.00		1.03		1.07		1.13		1.66

Table 3.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	303.4	274.4	82.4	76.2	76.9	73.4	64.7	53.8	37.0	32.8	42.4	38.2
July-Sept.	285.1	268.4	75.1	75.3	72.6	71.3	64.5	53.9	35.0	31.3	37.9	36.6
Oct.-Dec.	326.0	331.1	87.1	91.4	85.8	88.3	72.1	67.6	39.5	40.3	41.5	43.5
Jan.-Mar.		332.4		89.7		87.0		69.3		42.3		44.1
Total	1,206.3		332.6		320.0		244.6		146.7		162.4	
Average price paid per pound												
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	24.9	26.4	26.1	27.4	25.7	27.2	24.7	26.1	23.3	25.7	22.5	24.1
July-Sept.	25.0	26.9	26.4	28.1	25.4	27.9	24.7	26.5	24.0	25.8	22.6	24.0
Oct.-Dec.	24.7	25.8	26.2	26.8	25.2	26.7	24.3	25.6	23.5	24.7	22.3	23.3
Jan.-Mar.		25.7		27.2		26.5		25.4		24.2		22.8
Average size of purchase												
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.54	1.45	1.53	1.43	1.55	1.43	1.36	1.31	1.47	1.42	1.84	1.68
July-Sept.	1.51	1.44	1.53	1.43	1.54	1.43	1.35	1.29	1.43	1.39	1.81	1.70
Oct.-Dec.	1.56	1.49	1.58	1.50	1.59	1.47	1.39	1.34	1.50	1.43	1.84	1.77
Jan.-Mar.		1.50		1.48		1.49		1.33		1.46		1.80
Purchases per 1,000 capita												
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,878	1,737	1,871	1,783	1,660	1,629	1,664	1,418	2,255	2,011	2,664	2,398
July-Sept.	1,779	1,687	1,727	1,732	1,588	1,576	1,664	1,425	2,129	1,864	2,396	2,318
Oct.-Dec.	2,022	2,066	1,969	2,089	1,864	1,923	1,859	1,775	2,418	2,409	2,620	2,755
Jan.-Mar.		2,072		2,061		1,907		1,776		2,590		2,770

Table 4.--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	84.9	77.3	95.5	82.2	113.9	106.7	^{1/} 9.1	8.2
July-Sept.	77.7	74.8	91.6	81.5	107.5	104.4	^{1/} 8.3	7.7
Oct.-Dec.	88.8	92.8	107.0	103.9	121.3	125.9	^{1/} 8.9	8.5
Jan.-Mar.		91.7		104.1		126.6		10.0
Total		336.6		371.7		463.6	^{2/} 34.4	
	Average price paid per pound							
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	23.1	24.8	23.9	25.5	26.7	28.1	27.9	29.3
July-Sept.	23.3	25.1	24.0	26.0	26.8	28.6	27.9	28.8
Oct.-Dec.	23.0	23.8	23.8	24.9	26.4	27.9	27.7	28.7
Jan.-Mar.		23.9		24.7		27.6		28.8
	Average size of purchase							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.66	1.54	1.56	1.45	1.45	1.39	1.48	1.41
July-Sept.	1.60	1.54	1.54	1.45	1.44	1.37	1.42	1.35
Oct.-Dec.	1.68	1.60	1.58	1.51	1.48	1.41	1.43	1.39
Jan.-Mar.		1.60		1.52		1.42		1.46

^{1/} Includes house-to-house purchases of 1.5 million pounds in April-June, 1.0 in July-September, and 1.42 in October-December.

^{2/} Includes house-to-house purchases of 7.4 million pounds.

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Table 5.--Nonfat dry milk solids: Household purchases, average price per pound, percentage of all families buying, number of purchases, and size of average purchase, U. S., 13-week periods

Quarter	Quantity purchased				Average price paid			
	Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	42,120	34,160	260.7	216.3	39.7	37.7	35.5	36.0
July-Sept.	39,120	31,400	244.2	197.3	39.3	36.2	35.2	34.2
Oct.-Dec.	40,310	34,300	250.0	214.0	39.3	38.9	36.0	35.5
Jan.-Mar.		42,710		266.3		40.3		35.9
Total	142,570							
	Percentage of all families buying		Per buying family					
			Purchases		Average size of purchase			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>		
Apr.-June	21.9	17.8	3.17	3.16	20.0	21.4		
July-Sept.	19.8	15.9	3.17	3.03	20.5	22.8		
Oct.-Dec.	21.6	19.5	2.86	2.86	21.5	20.4		
Jan.-Mar.		24.1		3.12		18.8		

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

Quarter	Total quantity purchased									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	10,630	8,300	8,260	6,100	12,590	10,190	4,600	5,230	6,040	4,330
July-Sept.	10,530	7,990	9,330	5,260	11,370	9,330	3,810	4,540	5,080	4,280
Oct.-Dec.	9,120	8,940	8,070	5,860	12,630	9,670	4,760	4,890	5,730	4,940
Jan.-Mar.		10,460		8,600		13,010		5,000		5,640
Total		35,690		25,820		42,200		19,660		19,190
Average price per pound for all purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	39.0	35.9	41.1	38.2	40.0	38.7	38.9	38.4	38.9	36.9
July-Sept.	38.4	35.0	41.5	35.7	39.5	37.0	38.4	37.2	37.7	36.3
Oct.-Dec.	38.6	37.7	41.6	40.0	39.5	39.3	38.3	39.3	37.5	38.4
Jan.-Mar.		38.4		42.6		40.4		40.1		40.5
Average price per actual 1-pound unit purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	34.2	34.4	35.9	35.5	36.2	36.6	35.8	37.3	35.9	37.4
July-Sept.	34.4	32.8	36.5	33.3	35.3	35.0	35.1	35.8	34.2	35.5
Oct.-Dec.	35.0	34.3	37.1	35.7	36.1	35.5	36.2	36.3	35.0	37.8
Jan.-Mar.		33.9		36.3		36.7		36.9		37.4
Percentage of all families buying										
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	22.8	17.0	16.3	13.3	27.5	22.9	19.8	20.0	26.5	20.3
July-Sept.	20.8	16.2	15.6	10.8	23.7	20.1	18.3	17.3	22.9	19.5
Oct.-Dec.	20.9	18.4	17.6	15.5	27.4	23.7	23.0	22.5	22.1	22.2
Jan.-Mar.		23.3		20.2		29.4		22.9		27.5

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Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods--Continued

Quarter	Purchases per 1,000 population									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	241.3	194.2	178.5	135.5	323.9	268.7	280.4	320.8	378.9	272.2
July-Sept.	242.1	183.7	182.4	116.3	293.3	246.4	231.4	270.2	321.2	271.6
Oct.-Dec.	206.2	204.3	175.3	127.7	325.9	253.9	291.2	292.3	361.3	312.7
Jan.-Mar.		240.5		188.5		333.5		305.7		354.8
	Average size of purchase per buying family									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	18.9	21.8	17.9	19.2	19.9	19.9	22.4	23.6	22.0	24.6
July-Sept.	21.0	22.4	18.9	20.9	19.4	22.1	22.2	25.6	23.2	24.0
Oct.-Dec.	19.4	21.0	18.3	16.7	21.2	19.8	24.6	22.7	25.6	21.8
Jan.-Mar.		18.6		16.1		19.1		20.8		19.7
	Purchases per buying family									
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.94	2.93	3.13	2.65	3.65	3.70	3.29	3.60	3.01	2.64
July-Sept.	2.86	2.85	3.14	2.52	3.91	3.61	2.93	3.33	2.77	2.56
Oct.-Dec.	2.66	2.73	2.76	2.55	3.44	3.31	2.64	2.99	2.96	2.99
Jan.-Mar.		2.90		2.97		3.65		3.30		3.07

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Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	14,230	11,600	12,060	10,240	14,260	11,110	1,570	1,220
July-Sept.	12,730	11,280	12,580	8,730	12,790	10,170	1,020	1,220
Oct.-Dec.	11,640	11,940	14,760	10,700	13,060	10,500	850	1,160
Jan.-Mar.		14,800		11,830		14,560		1,520
Total		49,620		41,500		46,340		5,120
Average size of purchase								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	22.9	24.3	19.7	20.4	18.0	19.5	22.7	25.4
July-Sept.	22.5	25.9	21.6	21.6	18.4	21.4	21.7	23.4
Oct.-Dec.	22.4	24.5	21.6	19.3	20.9	18.2	20.5	22.1
Jan.-Mar.		22.0		17.8		17.1		21.6
Average price per pound for all purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	36.2	34.2	40.0	38.4	42.9	40.3	40.3	40.0
July-Sept.	35.9	33.2	39.3	36.4	42.4	38.9	40.6	39.4
Oct.-Dec.	36.8	35.5	39.1	39.4	41.6	42.3	40.3	37.8
Jan.-Mar.		36.5		40.4		44.0		41.7
Average price per actual 1-pound unit purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	32.9	32.7	36.9	36.8	38.2	39.3	38.6	39.9
July-Sept.	32.8	31.9	37.0	34.9	37.5	36.6	39.3	39.9
Oct.-Dec.	33.7	32.9	37.0	36.7	38.0	38.1	38.5	39.0
Jan.-Mar.		33.4		36.4		39.0		40.1

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Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

Quarter	Total quantity purchased							
	Natural							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	pounds	pounds	pounds	pounds	pounds	pounds	pounds	pounds
Apr.-June	53,630	48,160	11,740	10,490	11,470	10,430	11,100	10,670
July-Sept.	51,780	49,370	11,490	10,540	9,690	8,260	9,840	9,780
Oct.-Dec.	55,600	54,860	11,960	11,060	12,180	12,460	12,720	12,250
Jan.-Mar.		58,160		12,090		13,100		12,700
Total		210,550		44,180		44,250		45,400
Average price paid per unit								
	Pound	Pound	Pound	Pound	3 oz.	3 oz.	Pound	Pound
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	63.1	62.9	72.9	76.3	14.1	14.2	76.5	76.0
July-Sept.	63.7	62.6	74.0	74.6	14.2	14.3	77.7	75.5
Oct.-Dec.	63.2	62.8	73.2	74.2	14.3	13.7	78.0	78.2
Jan.-Mar.		63.1		72.3		14.0		76.9
Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	332.0	304.9	72.7	66.4	71.0	66.0	68.7	67.5
July-Sept.	323.2	310.2	71.7	66.2	60.5	51.9	61.4	61.5
Oct.-Dec.	344.9	342.3	74.2	69.0	75.5	77.7	78.9	76.5
Jan.-Mar.		362.6		75.4		81.7		79.2
Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	43.3	42.6	15.0	14.5	23.3	23.9	17.5	17.7
July-Sept.	43.1	42.1	15.7	13.4	21.1	20.6	16.7	15.9
Oct.-Dec.	44.6	45.0	15.2	14.1	25.5	26.2	19.8	18.8
Jan.-Mar.		46.2		14.8		27.0		18.9
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	3.07	3.04	2.53	2.32	2.71	2.51	2.20	2.01
July-Sept.	3.03	3.12	2.45	2.42	2.56	2.31	2.22	2.14
Oct.-Dec.	3.09	3.03	2.58	2.51	2.58	2.57	2.35	2.32
Jan.-Mar.		3.16		2.52		2.69		2.39
Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.5	13.3	10.2	9.9	6.0	5.6	9.3	9.6
July-Sept.	13.2	13.2	9.8	10.3	5.9	5.5	8.5	9.0
Oct.-Dec.	13.4	13.4	10.0	10.4	6.1	6.1	8.8	9.3
Jan.-Mar.		13.4		10.7		5.9		9.3

- Continued

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods--Continued

Quarter	Total quantity purchased							
	Processed						Cottage cheese	
	Cheese		Cheese foods		Cheese spreads			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	31,050	34,430	16,760	30,240	21,240	18,790	118,110	117,820
July-Sept.	29,860	33,180	14,670	25,960	20,480	18,310	104,940	107,260
Oct.-Dec.	29,670	31,560	15,120	22,040	21,470	20,710	101,570	102,580
Jan.-Mar.		33,690		22,420		25,990		126,660
Total		132,860		100,660		83,800		454,320
	Average price paid per unit							
	Pound	Pound	Pound	Pound	Pound	Pound	12 oz.	12 oz.
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	60.4	61.0	44.6	46.1	50.6	54.3	21.1	21.2
July-Sept.	60.6	60.9	44.1	46.0	50.1	52.4	21.1	21.1
Oct.-Dec.	61.1	61.6	44.5	45.2	50.4	53.8	21.3	21.3
Jan.-Mar.		61.2		44.4		50.6		21.2
	Purchases per 1,000 capita							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	192.2	218.0	103.7	191.4	131.5	119.0	731.1	745.9
July-Sept.	186.4	208.5	91.5	163.2	127.8	115.1	655.0	674.1
Oct.-Dec.	184.0	196.9	93.8	137.5	133.2	129.3	630.0	640.0
Jan.-Mar.		210.1		139.8		162.0		789.7
	Percentage of all families buying							
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	35.1	40.7	14.9	25.2	25.9	30.2	53.9	54.5
July-Sept.	35.2	39.0	14.0	22.6	25.4	25.5	51.0	52.6
Oct.-Dec.	33.1	36.9	14.8	18.8	26.1	28.6	47.7	49.9
Jan.-Mar.		36.3		19.0		30.7		56.4
	Purchases per buying family							
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.72	2.78	1.62	1.93	1.81	1.80	4.46	4.71
July-Sept.	2.66	2.81	1.48	1.81	1.80	1.93	4.21	4.44
Oct.-Dec.	2.82	2.65	1.52	1.70	1.80	1.99	4.32	4.31
Jan.-Mar.		2.90		1.68		1.93		4.68
	Average size of purchase per buying family							
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	10.8	10.9	23.5	22.7	15.4	12.2	16.3	15.8
July-Sept.	10.6	10.8	23.7	22.3	14.9	13.2	16.2	15.8
Oct.-Dec.	10.6	10.8	22.3	23.2	15.4	13.3	16.3	15.8
Jan.-Mar.		10.7		23.8		14.8		15.9

Table 9.--Cheese: Quantity purchased by households, by types,
by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	12,990	11,160	13,580	12,470	12,340	10,980	5,400	4,950	9,320	8,610
July-Sept.	12,740	11,780	13,890	13,070	10,920	10,660	5,200	5,120	9,030	8,740
Oct.-Dec.	14,350	13,690	14,250	13,800	11,920	12,740	5,270	5,630	9,810	9,000
Jan.-Mar.		14,030		14,690		13,560		5,990		9,890
Total		50,660		54,030		47,940		21,690		36,240
Natural Swiss										
Apr.-June	6,210	5,200	2,760	2,410	1,610	1,570	330	400	830	890
July-Sept.	5,760	5,190	3,060	2,290	1,230	1,680	430	410	1,010	970
Oct.-Dec.	6,360	5,860	2,980	2,520	1,210	1,470	340	360	1,070	850
Jan.-Mar.		6,160		2,800		1,790		370		970
Total		22,410		10,020		6,510		1,540		3,680
Natural Cream										
Apr.-June	6,280	5,930	2,650	2,330	1,310	1,190	350	350	880	630
July-Sept.	5,050	4,790	2,070	1,550	1,480	1,020	460	340	630	560
Oct.-Dec.	6,940	6,710	2,680	2,470	980	1,920	450	460	1,130	900
Jan.-Mar.		7,110		2,850		1,750		450		940
Total		24,540		9,200		5,880		1,600		3,030
Natural - Other varieties										
Apr.-June	6,060	5,580	3,190	3,120	880	1,020	250	340	720	620
July-Sept.	4,890	5,150	3,330	2,730	620	1,170	240	200	760	530
Oct.-Dec.	7,100	6,500	3,800	3,610	810	1,140	240	310	770	690
Jan.-Mar.		7,030		3,540		1,070		290		770
Total		24,260		13,000		4,400		1,140		2,610

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Table 9.--Cheese: Quantity purchased by households, by types,
by regions, 13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)										
Quarter	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	12,410	13,250	7,350	8,920	5,380	6,010	3,030	3,440	2,880	2,810
July-Sept.	11,140	13,140	6,980	8,010	5,540	5,640	3,030	3,320	3,170	3,070
Oct.-Dec.	12,110	12,820	7,010	7,770	5,200	5,130	2,710	3,150	2,640	2,690
Jan.-Mar.		13,710		8,460		5,280		3,320		2,920
Total		52,920		33,160		22,060		13,230		11,490
Processed cheese foods										
Apr.-June	5,170	8,560	5,340	10,590	2,040	3,940	1,120	3,290	3,090	3,860
July-Sept.	4,310	8,240	4,490	8,590	2,050	3,360	1,010	2,250	2,810	3,520
Oct.-Dec.	4,720	6,870	4,800	6,990	2,220	2,490	1,320	2,030	2,060	3,660
Jan.-Mar.		6,890		6,820		2,510		2,110		4,090
Total		30,560		32,990		12,300		9,680		15,130
Processed cheese spreads										
Apr.-June	5,090	4,520	8,810	7,570	2,640	2,240	2,740	1,900	1,960	2,570
July-Sept.	4,960	4,170	8,360	7,520	2,880	1,960	2,370	2,480	1,910	2,180
Oct.-Dec.	5,180	5,410	9,220	8,930	2,640	2,180	2,190	2,410	2,240	1,780
Jan.-Mar.		6,900		11,150		2,970		2,810		2,160
Total		21,000		35,170		9,350		9,600		8,690
Cottage cheese										
Apr.-June	29,820	30,250	44,200	44,730	10,020	9,810	10,550	10,740	23,520	22,290
July-Sept.	24,460	27,090	38,070	38,730	9,980	9,700	10,280	10,340	22,150	21,400
Oct.-Dec.	25,500	26,350	37,920	39,040	8,700	8,090	9,330	8,950	20,120	20,150
Jan.-Mar.		31,850		48,730		10,220		11,790		24,070
Total		115,540		171,230		37,820		41,820		87,910

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Table 10.--Cheese: Average size of purchase by households,
by types, by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	11.7	11.7	13.3	13.3	14.3	13.5	14.5	14.3	13.9	14.0
July-Sept.	11.8	12.0	13.2	13.3	13.7	13.4	13.9	13.3	13.6	14.1
Oct.-Dec.	11.6	12.1	13.2	13.1	14.4	13.8	14.3	13.9	13.9	14.2
Jan.-Mar.		11.6		13.4		13.8		14.1		14.0
Natural Swiss										
Apr.-June	9.2	8.8	11.3	10.7	13.2	13.6	10.6	10.2	9.3	9.5
July-Sept.	9.0	9.2	11.8	11.5	11.5	13.6	10.1	9.7	8.5	9.5
Oct.-Dec.	9.1	9.1	12.1	12.2	12.1	13.2	9.9	11.4	8.9	10.0
Jan.-Mar.		9.4		12.3		14.5		10.2		10.0
Natural Cream										
Apr.-June	5.7	5.4	6.3	6.0	6.9	5.9	6.0	5.5	5.6	5.3
July-Sept.	5.5	5.5	6.2	5.6	7.5	6.2	6.6	6.1	5.1	4.9
Oct.-Dec.	6.0	5.7	6.3	6.4	6.4	7.6	5.5	5.8	6.0	5.7
Jan.-Mar.		5.7		5.9		7.8		5.9		5.4
Natural - other varieties										
Apr.-June	9.5	9.2	10.3	10.7	10.7	10.4	8.4	13.4	6.7	6.8
July-Sept.	8.0	8.2	10.0	10.6	8.9	12.6	7.0	8.2	7.1	6.2
Oct.-Dec.	8.8	8.9	9.8	10.3	10.0	11.6	7.4	8.3	6.6	7.1
Jan.-Mar.		9.0		10.4		11.2		8.2		6.9
Processed cheese (excluding cheese foods and cheese spreads)										
Apr.-June	10.0	9.8	10.7	11.1	11.3	11.2	12.3	12.2	11.4	11.5
July-Sept.	9.9	10.0	10.6	10.7	10.7	11.2	11.6	11.8	11.1	11.6
Oct.-Dec.	9.6	9.9	10.7	11.0	11.2	11.2	11.6	12.1	10.8	10.8
Jan.-Mar.		9.9		10.9		11.3		11.5		11.0
Processed cheese foods										
Apr.-June	21.7	20.1	22.5	22.6	23.5	22.5	22.5	23.6	26.9	26.0
July-Sept.	22.3	21.2	21.9	22.0	23.9	21.3	22.7	21.5	27.6	25.5
Oct.-Dec.	21.2	20.8	21.1	22.3	24.0	24.7	20.6	22.8	25.2	26.7
Jan.-Mar.		21.9		22.8		23.5		23.9		27.0
Processed cheese spreads										
Apr.-June	12.6	9.8	17.8	14.7	14.5	11.0	18.7	13.9	12.2	11.0
July-Sept.	12.9	10.2	17.8	16.1	14.3	11.4	16.6	15.7	11.7	11.3
Oct.-Dec.	13.1	11.0	18.3	16.3	15.9	12.5	16.5	15.6	11.7	9.0
Jan.-Mar.		13.0		17.4		14.6		18.1		9.9
Cottage cheese										
Apr.-June	14.7	14.6	17.2	16.6	15.3	15.2	16.6	15.8	16.6	15.9
July-Sept.	14.3	14.7	16.9	16.5	15.5	15.7	16.9	15.6	16.5	15.8
Oct.-Dec.	14.6	14.4	17.3	16.6	15.9	15.4	17.3	15.7	16.1	16.1
Jan.-Mar.		14.7		16.7		15.0		16.1		16.1

National Consumer Panel of Market Research Corporation of America.

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	294.7	260.9	293.5	276.7	317.5	289.5	329.1	303.6	585.4	540.7
July-Sept.	292.9	270.9	304.0	289.1	281.7	281.7	315.7	304.3	571.3	553.9
Oct.-Dec.	324.4	312.7	309.8	300.7	307.5	334.8	322.2	336.3	618.6	570.6
Jan.-Mar.		322.6		322.0		347.5		366.3		621.8
Natural Swiss										
Apr.-June	141.1	121.7	59.6	53.6	41.4	41.5	20.2	24.8	52.1	56.0
July-Sept.	132.6	119.3	67.0	50.6	31.6	44.5	26.4	24.5	63.6	61.2
Oct.-Dec.	143.8	133.9	64.6	54.9	31.2	38.5	21.0	21.3	67.4	53.7
Jan.-Mar.		141.5		61.3		46.0		22.7		61.1
Natural Cream										
Apr.-June	142.5	138.8	57.1	51.7	33.8	31.3	21.3	21.4	55.3	39.8
July-Sept.	116.2	110.2	45.3	34.4	38.3	27.1	27.6	20.1	39.9	35.2
Oct.-Dec.	156.9	153.4	58.3	53.8	25.4	50.3	27.2	27.4	70.9	57.1
Jan.-Mar.		163.5		62.4		44.9		27.6		59.2
Natural - other varieties										
Apr.-June	137.6	130.6	69.0	69.1	22.6	26.8	15.4	20.6	45.0	38.7
July-Sept.	112.5	118.3	72.8	60.4	16.1	31.0	14.8	11.7	47.7	33.7
Oct.-Dec.	160.5	148.6	82.6	78.5	20.9	30.0	14.6	18.3	48.8	44.0
Jan.-Mar.		161.6		77.7		27.3		17.7		48.4
Processed cheese (excluding cheese foods and cheese spreads)										
Apr.-June	281.6	309.8	158.9	197.9	138.5	158.5	184.7	211.3	180.8	176.6
July-Sept.	256.3	302.0	152.7	177.2	143.0	148.9	183.9	197.9	200.7	194.9
Oct.-Dec.	273.5	293.0	152.4	169.2	134.2	134.6	165.7	188.0	166.4	170.5
Jan.-Mar.		315.1		185.5		135.3		203.2		183.8
Processed cheese foods										
Apr.-June	117.4	200.2	115.3	235.0	52.4	103.7	68.3	202.0	194.1	242.7
July-Sept.	99.0	189.5	98.2	190.1	52.9	88.9	61.6	133.8	177.5	223.0
Oct.-Dec.	106.8	156.9	104.3	152.2	57.3	65.5	80.4	121.4	130.2	231.8
Jan.-Mar.		158.4		149.4		64.3		129.1		257.3
Processed cheese spreads										
Apr.-June	115.4	105.6	190.4	167.9	67.8	59.1	167.0	116.3	123.3	161.7
July-Sept.	114.0	95.9	182.8	166.4	74.3	51.8	144.0	147.3	120.7	138.1
Oct.-Dec.	117.1	123.7	200.4	194.4	68.1	57.4	133.9	144.0	141.3	112.9
Jan.-Mar.		158.5		244.4		76.2		171.7		136.0
Cottage cheese										
Apr.-June	676.8	707.6	954.9	992.8	257.9	258.5	642.6	659.2	1,477.0	1,400.1
July-Sept.	562.6	622.8	833.1	856.8	257.5	256.4	624.2	615.5	1,400.7	1,356.8
Oct.-Dec.	576.3	601.9	824.3	850.3	224.6	212.6	570.4	534.2	1,268.3	1,277.7
Jan.-Mar.		732.0		1,068.0		262.0		721.3		1,514.0

Table 12.--Cheese: Average price paid per unit by households,
by types, by regions, 13-week periods

Quarter	Natural American - per pound									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.9	65.0	61.7	61.4	59.9	61.0	63.1	62.7	64.4	64.8
July-Sept.	66.8	64.5	62.2	60.8	60.8	60.8	63.7	63.7	64.9	64.1
Oct.-Dec.	66.3	65.7	62.1	62.2	59.6	59.4	63.5	63.0	64.4	63.9
Jan.-Mar.		66.6		62.3		60.2		63.1		63.5
	Natural Swiss - per pound									
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	76.1	79.3	69.9	75.4	62.4	67.1	72.6	75.1	79.4	78.3
July-Sept.	75.1	77.4	71.4	74.1	67.7	65.0	75.5	73.0	82.5	78.5
Oct.-Dec.	75.0	77.7	69.0	70.9	65.7	64.7	74.3	73.7	82.3	75.9
Jan.-Mar.		75.0		69.6		63.5		76.0		77.8
	Natural Cream - per 3 ounce									
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	14.3	14.4	14.6	13.7	12.2	14.2	13.9	14.1	14.5	14.6
July-Sept.	14.4	14.5	14.7	14.3	12.2	13.4	14.8	13.0	14.6	14.8
Oct.-Dec.	14.2	14.3	14.6	14.1	13.9	10.9	15.3	13.9	14.4	14.1
Jan.-Mar.		14.2		14.8		11.1		14.6		14.5
	Natural - Other varieties - per pound									
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	73.6	75.9	77.1	74.1	71.9	69.4	86.0	81.3	101.2	93.8
July-Sept.	76.2	78.0	73.4	71.8	72.7	60.5	95.7	85.7	105.2	100.3
Oct.-Dec.	76.5	80.0	75.5	73.8	76.4	68.5	85.7	89.6	103.0	94.9
Jan.-Mar.		76.6		74.3		68.6		85.5		99.8
	Processed (excluding cheese foods and spreads) - per pound									
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	60.1	61.7	60.7	60.4	60.0	59.6	59.5	61.0	62.0	62.2
July-Sept.	60.8	60.4	60.2	61.9	59.8	59.6	61.2	62.0	61.3	61.8
Oct.-Dec.	61.7	61.8	60.7	61.8	59.3	60.1	62.1	61.0	62.3	63.0
Jan.-Mar.		61.7		61.0		60.3		59.9		63.0
	Processed cheese foods - per pound									
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	45.3	47.6	44.6	44.9	45.1	46.7	46.2	47.6	42.3	44.1
July-Sept.	44.9	46.5	44.7	45.9	44.2	46.6	46.6	48.6	41.1	42.9
Oct.-Dec.	44.6	46.0	45.4	45.4	42.5	45.8	47.7	46.9	42.5	41.9
Jan.-Mar.		45.5		44.2		45.9		44.6		41.8
	Processed cheese spreads - per pound									
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	55.1	59.1	47.3	49.5	51.5	59.7	46.5	49.7	57.9	58.7
July-Sept.	54.1	58.9	46.4	47.8	50.7	56.1	47.8	49.3	57.9	56.5
Oct.-Dec.	54.9	58.8	47.1	49.6	49.0	54.7	48.6	51.8	56.9	61.3
Jan.-Mar.		54.3		47.0		52.2		46.6		60.1
	Cottage cheese - per 12 ounce									
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	22.0	22.1	20.0	20.1	21.9	21.7	21.5	21.6	21.6	21.6
July-Sept.	22.2	21.8	20.3	20.1	21.6	21.4	21.5	21.8	21.1	21.5
Oct.-Dec.	22.3	22.1	20.5	20.3	21.6	21.7	21.7	22.1	21.4	21.7
Jan.-Mar.		22.3		20.1		21.9		21.9		21.5

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods

Quarter	Natural American							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
Apr.-June	13,790	12,570	16,420	14,090	21,260	19,320	2,160	2,180
July-Sept.	13,430	12,550	16,170	14,310	20,530	19,660	1,650	2,840
Oct.-Dec.	14,750	13,760	17,800	17,040	20,710	21,680	2,340	2,380
Jan.-Mar.		15,400		17,300		23,110		2,350
Total		54,280		62,740		83,770		9,750
Natural Swiss								
Apr.-June	3,180	2,800	4,370	3,540	3,640	3,710	550	1/
July-Sept.	2,840	2,590	4,770	3,360	3,340	3,850	540	740
Oct.-Dec.	3,570	3,230	4,470	3,480	3,250	3,670	670	680
Jan.-Mar.		3,280		4,170		3,970		670
Total		11,900		14,550		15,200		2,090
Natural Cream								
Apr.-June	3,360	3,260	4,320	3,830	3,360	3,110	430	230
July-Sept.	2,960	2,550	3,690	3,090	2,990	2,320	1/	1/
Oct.-Dec.	3,680	3,330	4,820	4,740	3,470	3,590	210	800
Jan.-Mar.		3,730		4,720		3,890		760
Total		12,870		16,380		12,910		1,790
Natural - Other varieties								
Apr.-June	2,530	2,460	3,890	3,180	4,000	4,500	670	530
July-Sept.	2,840	2,190	3,760	3,480	2,880	3,650	360	1/
Oct.-Dec.	2,930	2,890	4,760	3,960	4,410	4,930	620	1/
Jan.-Mar.		3,220		4,260		4,420		800
Total		10,760		14,880		17,500		1,330

- Continued

Table 13.--Cheese: Quantity purchased, by households, by types,
by retail sales outlet, 13-week periods --Continued

Quarter	Processed (excluding cheese foods and spreads)							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	8,740	10,010	10,190	10,310	11,170	13,380	950	740
July-Sept.	8,150	9,390	9,750	9,770	11,330	13,340	630	680
Oct.-Dec.	8,460	8,820	9,720	10,110	10,610	11,960	880	670
Jan.-Mar.		9,550		10,660		12,830		650
Total		37,770		40,850		51,510		2,740
Processed cheese foods								
Apr.-June	6,850	10,910	5,130	9,290	4,530	9,620	1/	1/
July-Sept.	6,260	9,480	4,430	7,800	3,750	8,380	1/	1/
Oct.-Dec.	6,390	8,240	4,340	6,940	4,120	6,520	1/	1/
Jan.-Mar.		8,730		6,950		6,420		1/
Total		37,360		30,980		30,940		1/
Processed cheese spreads								
Apr.-June	4,700	4,350	7,380	6,600	8,900	7,450	1/	1/
July-Sept.	4,520	4,320	7,540	6,350	8,140	7,250	1/	1/
Oct.-Dec.	4,880	4,440	7,620	7,350	8,510	8,500	1/	430
Jan.-Mar.		5,440		9,700		10,370		480
Total		18,550		30,000		33,570		910
Cottage cheese								
Apr.-June	25,220	20,120	32,260	32,380	43,520	46,700	2/17,110	18,620
July-Sept.	21,100	18,870	29,110	31,010	39,890	40,780	2/14,840	16,610
Oct.-Dec.	19,440	18,600	29,960	29,130	36,840	37,430	2/15,330	17,420
Jan.-Mar.		26,040		34,100		45,030		21,490
Total		83,630		126,620		169,940	3/	74,140

1/ Too few purchases for analysis.

2/ Includes house-to-house purchases of 12.6 million pounds in Apr.-June, 10.5 in July-Sept' 11.6 in October-December.

3/ Includes house-to-house purchases of 60.3 million pounds.

National Consumer Panel of Market Research Corporation of America.

Table 14.--Cheese: Average size of purchase by households, by types,
by retail sales outlet, 13-week periods

Quarter	Natural American							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.6	13.0	12.2	12.1	14.0	13.7	20.2	24.4
July-Sept.	13.5	13.2	12.0	12.0	13.7	13.3	20.8	24.0
Oct.-Dec.	13.5	13.3	12.0	12.2	13.9	13.8	24.3	21.6
Jan.-Mar.		13.4		12.2		13.7		21.2
Natural Swiss								
Apr.-June	10.6	10.1	9.4	9.3	10.2	10.2	15.0	1/
July-Sept.	10.4	10.3	9.3	9.1	9.7	10.7	13.8	16.3
Oct.-Dec.	10.5	10.6	9.2	9.1	9.9	11.0	17.2	15.4
Jan.-Mar.		11.1		9.6		10.9		15.3
Natural cream								
Apr.-June	6.2	6.1	5.7	5.6	5.9	5.2	8.9	5.6
July-Sept.	6.1	6.1	5.7	5.4	6.1	5.1	1/	1/
Oct.-Dec.	6.2	6.2	6.0	5.8	6.0	6.0	7.0	9.6
Jan.-Mar.		6.1		5.6		5.8		9.7
Natural - Other varieties								
Apr.-June	8.5	8.9	7.9	8.3	10.9	10.7	16.3	14.7
July-Sept.	8.8	8.8	7.6	8.4	8.8	9.4	12.7	1/
Oct.-Dec.	8.0	8.8	7.6	7.8	10.0	10.6	19.4	1/
Jan.-Mar.		8.7		8.0		10.3		20.0
Processed (excluding cheese foods and spreads)								
Apr.-June	10.5	10.7	10.3	10.0	11.1	11.3	18.4	20.4
July-Sept.	10.2	10.7	10.3	10.2	10.9	11.1	17.2	17.4
Oct.-Dec.	9.9	10.1	9.8	10.4	11.3	11.3	19.8	17.2
Jan.-Mar.		10.6		10.3		10.9		19.1
Processed cheese foods								
Apr.-June	25.4	24.7	23.1	22.3	21.9	21.4	1/	1/
July-Sept.	25.4	23.9	22.9	21.9	22.3	21.2	1/	1/
Oct.-Dec.	25.8	23.9	20.3	23.2	20.2	22.4	1/	1/
Jan.-Mar.		25.5		23.2		22.6	1/	1/
Processed cheese spreads								
Apr.-June	14.7	11.4	14.7	12.8	16.4	12.1	1/	1/
July-Sept.	13.6	12.6	15.3	13.3	15.3	13.5	1/	1/
Oct.-Dec.	14.5	12.7	15.4	12.8	15.7	14.0	1/	14.1
Jan.-Mar.		13.7		15.0		15.2		16.5
Cottage cheese								
Apr.-June	16.8	15.5	15.7	15.5	16.4	15.9	16.9	16.4
July-Sept.	16.9	15.9	15.7	15.6	16.1	15.8	16.8	16.1
Oct.-Dec.	17.0	15.8	15.9	15.7	16.2	15.8	16.7	16.1
Jan.-Mar.		16.6		15.7		15.7		16.2

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 15.--Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods

Quarter	Natural American - per pound							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	57.8	58.2	63.7	62.9	66.5	66.5	60.2	57.3
July-Sept.	59.1	58.5	63.3	61.9	67.2	66.0	59.5	60.7
Oct.-Dec.	58.4	58.5	63.6	61.9	66.8	66.5	58.5	59.8
Jan.-Mar.		58.1		62.9		66.8		61.2
	Natural Swiss - per pound							
Apr.-June	65.3	69.4	74.0	76.3	78.5	81.1	69.8	1/
July-Sept.	65.6	67.1	73.7	75.8	81.0	78.5	77.2	75.3
Oct.-Dec.	64.9	66.3	75.1	77.1	81.4	78.8	64.9	71.9
Jan.-Mar.		62.9		74.5		77.4		75.1
	Natural Cream - per 3 ounce							
Apr.-June	14.0	14.2	14.1	13.8	14.8	14.8	10.2	13.2
July-Sept.	14.4	14.3	14.1	13.9	14.0	15.2	1/	1/
Oct.-Dec.	14.1	14.1	14.1	13.7	14.8	14.4	13.7	9.4
Jan.-Mar.		14.3		14.1		14.4		9.4
	Natural - Other varieties - per pound							
Apr.-June	73.3	70.8	73.9	76.0	81.0	79.5	77.7	68.8
July-Sept.	70.8	73.3	74.6	74.8	87.6	78.0	85.6	1/
Oct.-Dec.	75.2	72.9	77.2	78.4	82.5	82.5	64.2	1/
Jan.-Mar.		72.3		75.5		80.9		80.8
	Processed (excluding cheese foods and spreads) - per pound							
Apr.-June	57.1	57.1	60.4	60.9	63.6	64.5	52.3	51.2
July-Sept.	57.1	57.2	60.1	60.4	63.7	64.2	57.3	54.2
Oct.-Dec.	58.6	58.8	61.9	61.3	63.1	64.2	53.5	55.4
Jan.-Mar.		58.0		61.4		63.9		54.1
	Processed cheese foods - per pound							
Apr.-June	42.0	42.4	44.6	45.9	47.8	50.4	1/	1/
July-Sept.	41.2	43.0	44.9	45.4	48.0	50.0	1/	1/
Oct.-Dec.	40.9	42.7	45.8	44.6	48.6	48.9	1/	1/
Jan.-Mar.		41.9		44.1		48.0		1/
	Processed cheese spreads - per pound							
Apr.-June	50.3	56.6	50.3	52.2	50.9	55.2	1/	1/
July-Sept.	52.0	53.3	48.2	50.8	50.8	53.6	1/	1/
Oct.-Dec.	51.7	52.7	48.3	53.3	51.8	54.4	1/	64.1
Jan.-Mar.		52.0		49.3		51.2		46.9
	Cottage cheese - per 12 ounce							
Apr.-June	20.4	21.0	21.0	20.9	21.6	21.4	21.6	21.4
July-Sept.	20.5	21.0	20.9	20.4	21.6	21.4	21.4	21.4
Oct.-Dec.	20.7	21.1	21.0	21.0	21.8	21.7	21.6	21.2
Jan.-Mar.		20.7		21.0		21.7		21.4

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

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